

9/10/90

## 1990 INDUSTRY ASSUMPTIONS

2045377921

## CURRENT INDUSTRY

|  |                 | <u>1MM</u> | <u>3MM</u> | <u>YTD</u> | <u>12MM</u> |
|--|-----------------|------------|------------|------------|-------------|
|  | NIELSEN(JULY)   | -0.9%      | -0.7%      | -1.8%      | -2.5%       |
|  | MSA(AUGUST)     | 11.5%      | 1.8%       | 1.4%       | -2.7%       |
|  | STATE TAX(JUNE) | -12.3%     | -3.5%      | -2.4%      | -4.3%       |

## ORIGINAL BUDGET ASSUMPTIONS

| INDUSTRY VOLUME | MANUFACTURERS PRICING (PER 1000)      | <u>PRELIMINARY</u><br><u>THIRD REV.</u> |             |             |
|-----------------|---------------------------------------|---|-------------|-------------|
|                 |                                       | <u>1990</u>                             | <u>1990</u> | <u>1989</u> |
|                 |                                       | 522.2                                   | 519.7       | 523.6       |
|                 | % CHANGE VS 89 (ACTUAL)<br>(TAKEAWAY) | -0.3%                                   | -0.7%       |             |
|                 |                                       | -1.7%                                   | -3.0%       |             |

|         |                                  |          |          |          |
|---------|----------------------------------|----------|----------|----------|
| PRICING | MANUFACTURERS PRICING (PER 1000) | \$2.50   | \$2.50   | \$2.50   |
|         | JANUARY, JUNE                    |          |          |          |
|         | STATE EXCISE TAXES               | \$0.2377 | \$0.2377 | \$0.2194 |
|         | % CHANGE VS 89                   | 8.3%     | 8.3%     |          |

## CURRENT S.E.T. CHANGES

## 8 STATES PASSED INCREASES

|                               |         |
|-------------------------------|---------|
| - NEW HAMPSHIRE (EFF 2/20/90) | \$ .4   |
| - NEW YORK (EFF 6/1/90)       | \$ .06  |
| - TEXAS (EFF 7/1/90)          | \$ .15  |
| - FLORIDA (EFF 7/1/90)        | \$ .099 |
| - NEW JERSEY (EFF 7/1/90)     | \$ .13  |
| - LOUISIANA (EFF 8/1/90)      | \$ .04  |
| - DELAWARE (EFF 8/1/90)       | \$ .05  |
| - ARIZONA (EFF 10/1/90)       | \$ .03  |

## 5 STATES HAVE PROPOSALS PENDING

|                                     |          |          |
|-------------------------------------|----------|----------|
| STATE EXCISE TAXES W/CURRENT STATES | \$0.2376 | \$0.2194 |
| % CHANGE VS 89                      | 8.3%     |          |